# Alternate linking strategies

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Other ways to track links

- **#1 Add a tag to your real link**

  - example: evankimbrell.com/?ref=twitter
  - browsers ignore whatever comes after the question mark in the link, so people will be directed to the same site but you will be able to track where they came from
  - it works better with blue clickable links, not so well with links that people have to copy and paste (they might think it's suspicious)

- **#2 Use HTML to mask your link**

  - it only works in places where you can use HTML (forums, email, etc.) - if you can add images, you can probably add HTML code too
  - use this code:

    <a href=www.yourlink.com>My cool product</a>

  - in your post, the sentence "My cool product" will turn blue and clickable and it will take people to your link